

# ORDER



**Orders**  
**Order / Rev:** 165798  
**Alt Order #:** 06308243  
**Product Desc:** PRIORITIES USA ACT  
**Estimate:** 1566  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	21	\$13,500.00	\$11,475.00
10/29/12	10/29/12	6	\$2,400.00	\$2,040.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$13,500.00	\$11,475.00	0.00
November 2012	6	\$2,400.00	\$2,040.00	0.00
<b>Totals</b>	<b>27</b>	<b>\$15,900.00</b>	<b>\$13,515.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$15,900.00
Market	100%	\$106,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$2,120.00
WCGV	6%	\$6,360.00
WISN	28%	\$29,680.00
WITI	28%	\$29,680.00
WMLW-	2%	\$2,120.00
WPXE	0%	\$0.00
WTMJ	17%	\$18,020.00
WVTV	2%	\$2,120.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N48	WDJT	10/26/12	10/26/12	Price Is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--			1			\$1,000.00		0.00			
N49	WDJT	10/26/12	10/26/12	News at Noon	CM	12p-1230p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 49	WDJT	10/26/12	10/26/12	News at Noon News at Noon	CM	12p-1230p ----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----1--		1		\$400.00		0.00				
N 50	WDJT	10/26/12	10/26/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----1--		1		\$400.00		0.00				
N 51	WDJT	10/26/12	10/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ----1--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----1--		1		\$800.00		0.00				
N 52	WDJT	10/26/12	10/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----1--		1		\$2,500.00		0.00				
N 53	WDJT	10/26/12	10/26/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----1--		1		\$400.00		0.00				
N 54	WDJT	10/29/12	10/29/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a 1-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1		\$200.00		0.00				
N 55	WDJT	10/29/12	10/29/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1		\$400.00		0.00				
N 56	WDJT	10/29/12	10/29/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p 1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1		\$400.00		0.00				
N 57	WDJT	10/29/12	10/29/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1		\$800.00		0.00				
N 58	WDJT	10/29/12	10/29/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1		\$300.00		0.00				
N 59	WDJT	10/29/12	10/29/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a 1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1		\$300.00		0.00				
N 60	WDJT	10/27/12	10/27/12	Sat 1035p-1135p The Closer	CM	1035p-1135p -----1-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1		\$300.00		0.00				
N 61	WDJT	10/27/12	10/27/12	Sat 5pm News Sat 5pm News	CM	5p-530p -----1-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1		\$750.00		0.00				
N 62	WDJT	10/27/12	10/27/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1		\$700.00		0.00				
N 63	WDJT	10/27/12	10/27/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a	CM	6a-9a -----1-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1		\$100.00		0.00				

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 63	WDJT	10/27/12	10/27/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a	CM	6a-9a -----1-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1			\$100.00		0.00			
N 64	WDJT	10/28/12	10/28/12	1105p-1205a Castle	CM	1105p-1205a -----1 (11:05 PM-11:35 PM)	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$300.00		0.00			
N 65	WDJT	10/28/12	10/28/12	1105p-1205a Castle	CM	1105p-1205a -----1 (11:35 PM-12:05 XM)	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$200.00		0.00			
N 66	WDJT	10/25/12	10/25/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a ---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$200.00		0.00			
N 67	WDJT	10/25/12	10/25/12	News at Noon News at Noon	CM	12p-1230p ---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$400.00		0.00			
N 68	WDJT	10/25/12	10/25/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$400.00		0.00			
N 69	WDJT	10/25/12	10/25/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$400.00		0.00			
N 70	WDJT	10/25/12	10/25/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---1---	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$750.00		0.00			
N 71	WDJT	10/25/12	10/25/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$300.00		0.00			
N 72	WDJT	10/25/12	10/25/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---1---	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$2,500.00		0.00			
N 73	WDJT	10/25/12	10/25/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a ---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$300.00		0.00			
N 74	WDJT	10/25/12	10/25/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$400.00		0.00			
Totals													27	\$15,900.00